Providing
Software as a Service
from Slovenia to Japan

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Company Profile - **XLAB**

- Founded in 2001

- Technology Park Ljubljana

- Software Development Company (Cloud Computing)

- Awarded several times as one of the most innovative companies in Slovenia

- EuroCloud Award 2012 for Best Case Study Example of Cloud Services for the Public Sector

EuroCloud Award 2012

The hunt for Europe's best cloud services, startups and case studies has begun.

Read more »

ISL Light
[Fast Remote **Support**](#)

ISL AlwaysOn
[**Access** a Remote Computer](#)

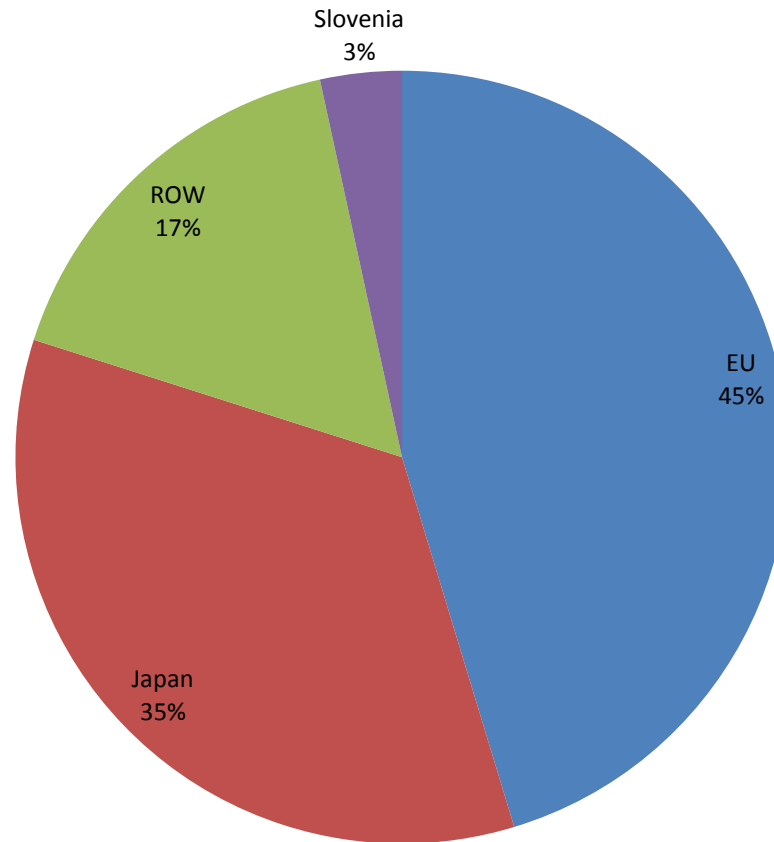ISL Pronto
[Enterprise Instant **Messaging**](#)

ISL Groop
[**Meet Online** to Share Ideas](#)

Facts and Figures

- **120,000** businesses

- Over **100** countries

- **6,000,000** sessions / yearly

- Website available in **13** languages

- Resellers in **51** countries

- Software localization in **35** languages

- Major markets:
  - EU
  - Japan
  - Switzerland
  - USA
  - Middle East
  - Brazil

ISL Online Revenues in 2011

XLAB Doing Business in Japan

- **Why going to Japan?**
  - Second largest ICT market
  - High purchasing power
  - Excellent internet infrastructure (fixed and mobile)
  - Not knowing where we were going

- **EU Gateway to Japan:**
  - First time in Japan in 2005
  - European delegation to Tokyo
  - Meeting Japanese companies during the Mini Trade Fair
  - Learning the Japanese business culture

- **Long-Term Commitment Required:**
  - Language and understanding each other
  - Different values
  - Visiting same companies every year (2005 – 2007)
  - Signing the partnership agreement after 3 years
  - All great partnership start with Karaoke

Key to Success

- **Finding the right partner:**
  - Oceanbridge Inc.
  - Young people who studies abroad (USA, UK...)
  - Small and flexible
  - Bringing foreign software solutions across the Ocean to Japan

- **Partnership with System Integrators:**
  - Very important players on the Japanese ICT market
  - NTT Data, Softbank, Hitachi, etc.
  - Access to Corporate Users through the complicated distribution chain

- **Before you can start making money:**
  - Localization (products, website, documentation, promotional materials...)
  - Local infrastructure (datacenters in Japan)
  - Training, testing, fully understanding the processes - (Over)sensitive to quality
  - Adapting the business processes (should be robust)
  - Work ethic is as important as the quality of your products
  - Japanese Case Studies
  - Be available 24 / 7
  - Workaholic

Work habits in Japan and the UK as seen by ISL Online
SaaS Sessions by Hour
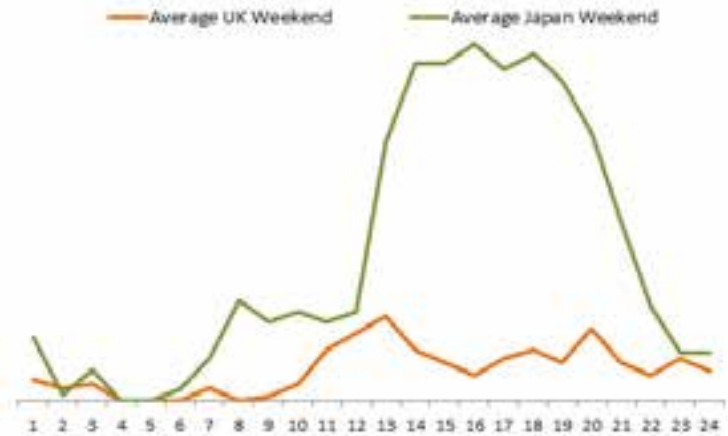
SaaS Usage - 11 March 2011
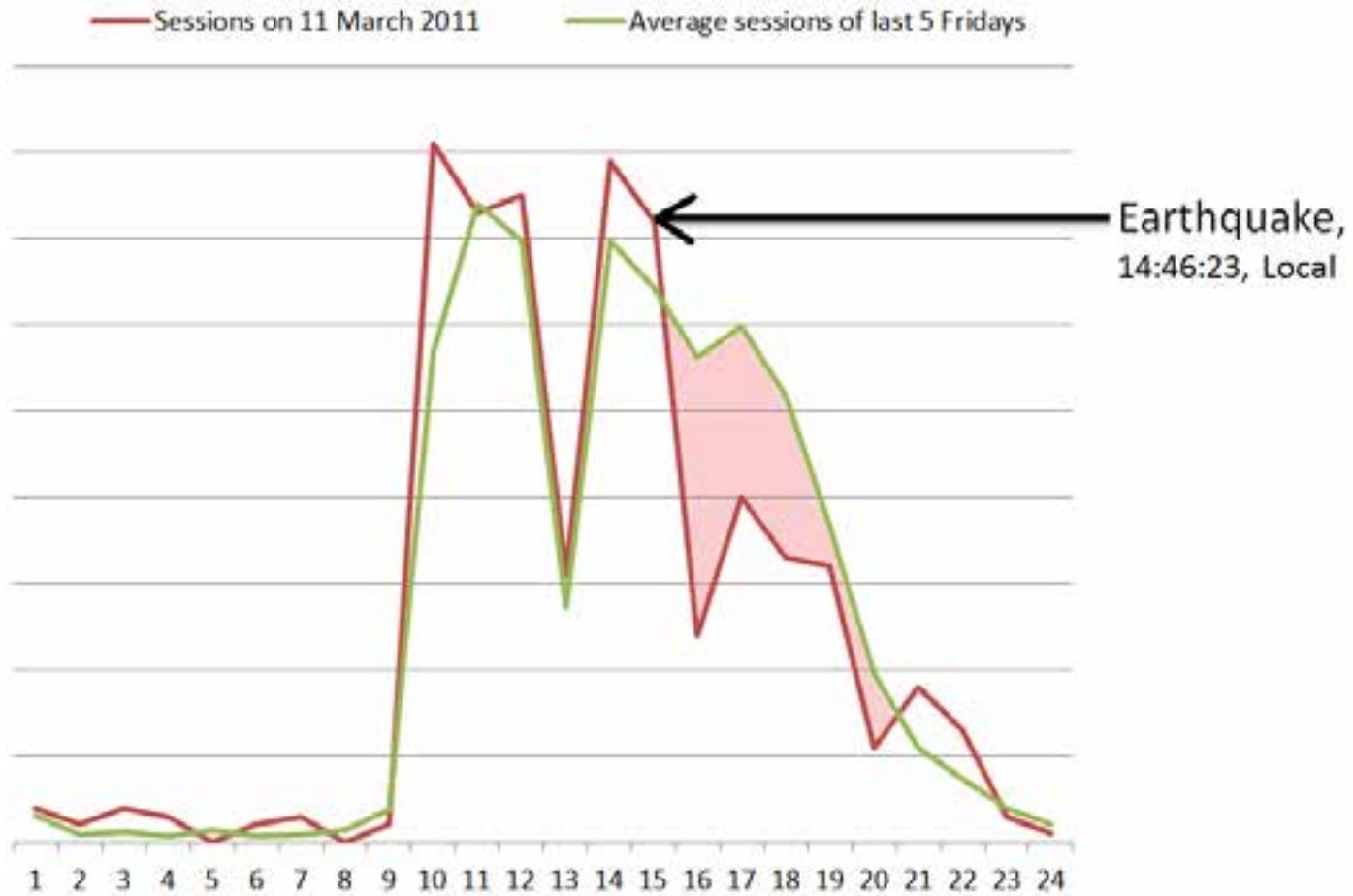
Language

127 mio people

Trafic

Metro

Shinkansen

Mt Fuji

Golden Pavilion Temple - Kyoto

Ground Zero - Hiroshima

Sushi

Sumo

Capsule Hotel

Karaoke

Golden Week